

1915
ALL THE YEAR

**PANAMA-CALIFORNIA
EXPOSITION**



**THE SAN DIEGO
EXPOSITION**

SAN DIEGO, 1915

Panama - California Exposition

The EXPOSITION of the HOW and the NOW

CELEBRATING the formal opening of the Panama Canal at San Diego, Cal., in 1915—every day of that year—will be held a magnificent Exposition. The purpose will be to direct to the manless land of the Great West the landless man who will come here through the Canal, and to present the golden opportunities for profitable investment awaiting the man with financial resources, who will come from “back East.”

This exposition is to be different from any other ever held or planned. Its justification is in its originality. It will reveal the progress of man, not in picture, but in life; not in an array of things produced, but in the production of things; not in a display of products, but in a revelation of processes. It will present human life, not in repose, but in action—gripping, throbbing human activities. It will be unique, in architecture, plan, and purpose. Nothing not original is considered in its construction.

This exposition will open January 1, 1915; it will close December 31, 1915. Nowhere else in the United States are climatic conditions found making such announcement possible.

The San Diego Exposition is being built NOW. Work on the grounds is far advanced; all buildings will be erected in 1913; the year 1914 will be devoted to beautifying the grounds and surfacing streets, plazas, etc.

The exposition site comprises 615 acres in the midst of a park of 1,400 acres, overlooking city and ocean, with snow-capped mountains for background, in the heart of the city.

Primitive Man

Representatives of the Smithsonian and the National Museums at Washington, D. C., are now in foreign lands gathering material and data for the great exhibits to be made at San Diego pertaining to various primitive peoples. These representatives will visit Siberia, Thibet, Peru, Alaska, the Philippines, and other homes of primitive man, and from their labors will be produced the most comprehensive anthropological and ethnological exhibit ever assembled.

Plant Life of World

Lovers of the beautiful in nature will find at the San Diego exposition the largest horticultural exhibit ever assembled. The world has been ransacked for specimens of the rarest plants, and these will be shown in all their wealth of tropical verdure either in the mammoth botanical gardens or growing in the open about the exposition grounds. Already over 100,000 trees, shrubs, cacti, vines and flowers have been planted on the exposition grounds or the larger park, all of which will be beautified for the exposition. In the nurseries are nearly two million specimens of thousands of varieties of every known species of plant life, native to all lands from the equator to the Arctic Circle. Other millions will be propagated before the opening of the Exposition.

Aboriginal Tribes Their Histories

Representatives of every Indian tribe in the United States will be found at the San Diego Exposition. They will be transposed, literally, and live upon the exposition grounds as they do upon their reservations; pursue their usual occupations exactly as when “at home.” There will be replicas of the strange homes of the vanished cliff-dwellers of New Mexico and Arizona; reproductions of the ruins of works produced by ancient peoples of North and South America revealing their crude industry, all designed to tell the story of man’s progress and how he has accomplished his advancement, socially and economically.

Our Neighbors on the South

Latin-America will have prominent place at the San Diego exposition. There will be exhibits from the countries of this immense territory, constituting a revel of pleasure to the student of sociology and a popular college for the education of exposition visitors regarding the lives and customs of the neighbors to the south. These displays, too, will be mirrors reflecting the social and business life of these countries, and also follow the essential idea of the exposition by being a complete showing of the progress of these peoples from the time when human society there was rough and primitive to the present.

The Awakened Orient

The Orient, too, has entered into the spirit of the San Diego exposition, and from those sections of the globe where human history began will come similar exhibits of priceless value to the educational phase of the exposition. The archives of these old nations contain information of intensest interest, and these will be reproduced at San Diego, with a complete display of the mechanical processes of bygone ages, and also one picturing modern processes utilized among the nations that slept so long, the awakening of which has been one of the marvels of world history.

Opportunity

The San Diego exposition has been named “The Exposition of Opportunity.” Its primary purpose is to bring to man a full and complete knowledge of his individual opportunity in the great states of the west to find a home where climatic conditions are unequalled in the world; where the land is calling to man to come and find prosperity and comfort, and where is now the greatest assurance of profitable returns on invested capital. In another sense does the San Diego exposition spell “Opportunity.” It offers to these states, now so needful of settlement to develop their vast and varied resources, an unparalleled opportunity to present an immense number of prospective home makers with exhibits peculiarly inducive of immigration.

They Are Coming

Already half a million tourists visit Southern California every year. Millions will come to San Diego in 1915 to attend the Exposition. By that time the immigration tide from Europe, through the Panama Canal, will be well under way. Among the tourists will be found the men of wealth to initiate state development; among the immigrants will be found the man of brawn to till the soil, and have equally important place in the great work of making the west all of which it is capable.

Southern California Exhibit

Southern California counties have united to present at the exposition a complete exhibition of their resources and processes. They will be represented by a splendid building, the foundation of which already is laid, and by orange and lemon groves, small farms in actual operation, reproductions of irrigation systems, etc. Every phase of Southern California life will be revealed to the exposition visitor.

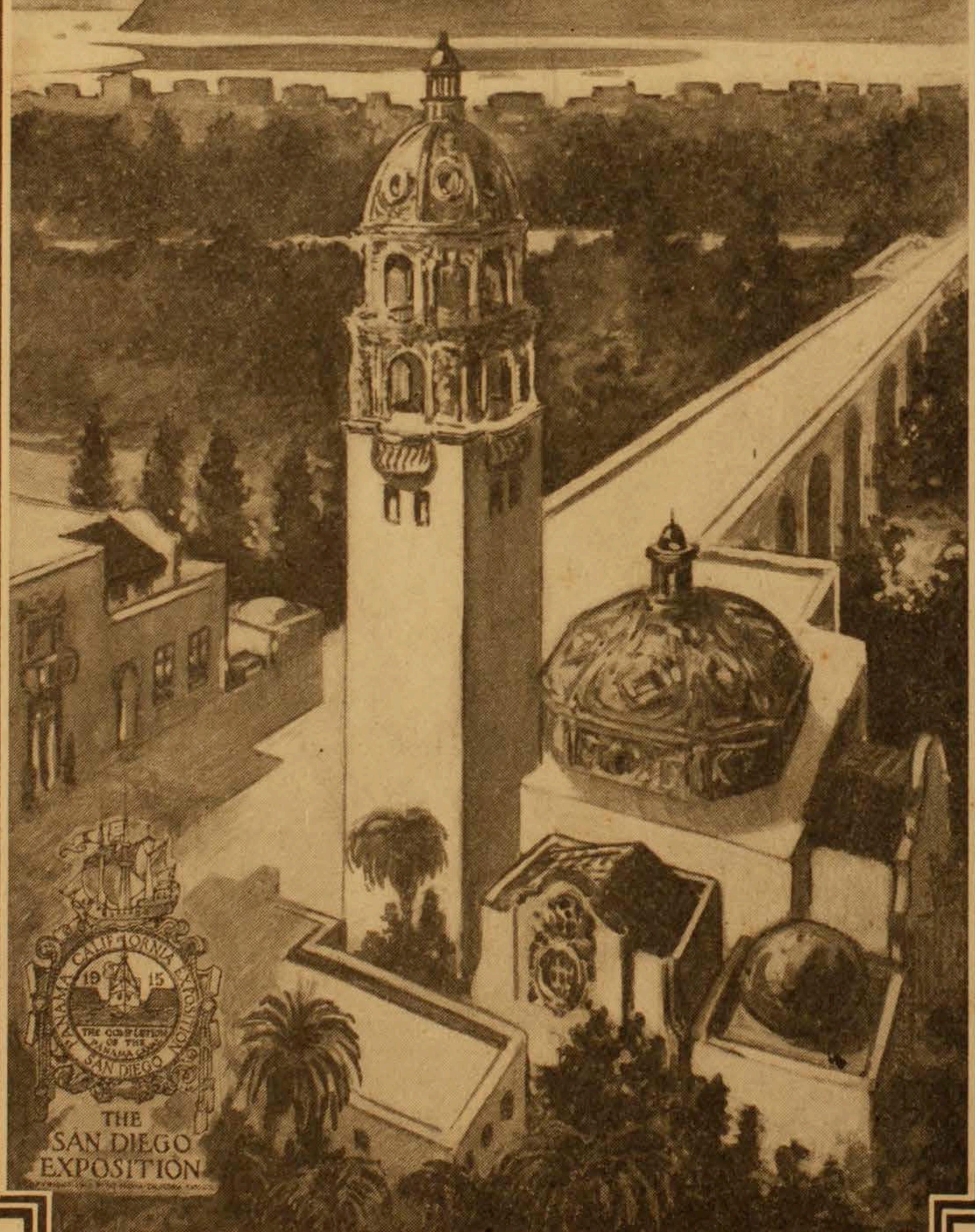
No other exposition ever planned will present such a comprehensive irrigation exhibit as that at San Diego in 1915. The future of the West is bound up in the development of her irrigation resources, and the cry of the arid lands is for men and capital to conserve the waters and make them blossom into rich productivity. What man has done by irrigation, and what he may do in the future, will constitute one of the most distinctive and striking exhibits at San Diego.

The year 1915 will be, doubtless, one of excessive passenger traffic. Thousands of residents of Eastern states will improve the opportunity to visit the Pacific coast and, at the San Diego Exposition, see what the Great West has to offer them in golden opportunity. Through the canal, by rail, and by steamer from the northwest, will come a vast congregation of information and pleasure seekers.

Western states will have splendid representation at the San Diego exposition. The sites for many of the state buildings have already been chosen, and the group of Western state buildings will be one of the most prominent on the grounds. These have been arranged in a cluster, where the exhibits will be visited by the greatest number of visitors. Each will have ample land reserve for a complete outdoor display.

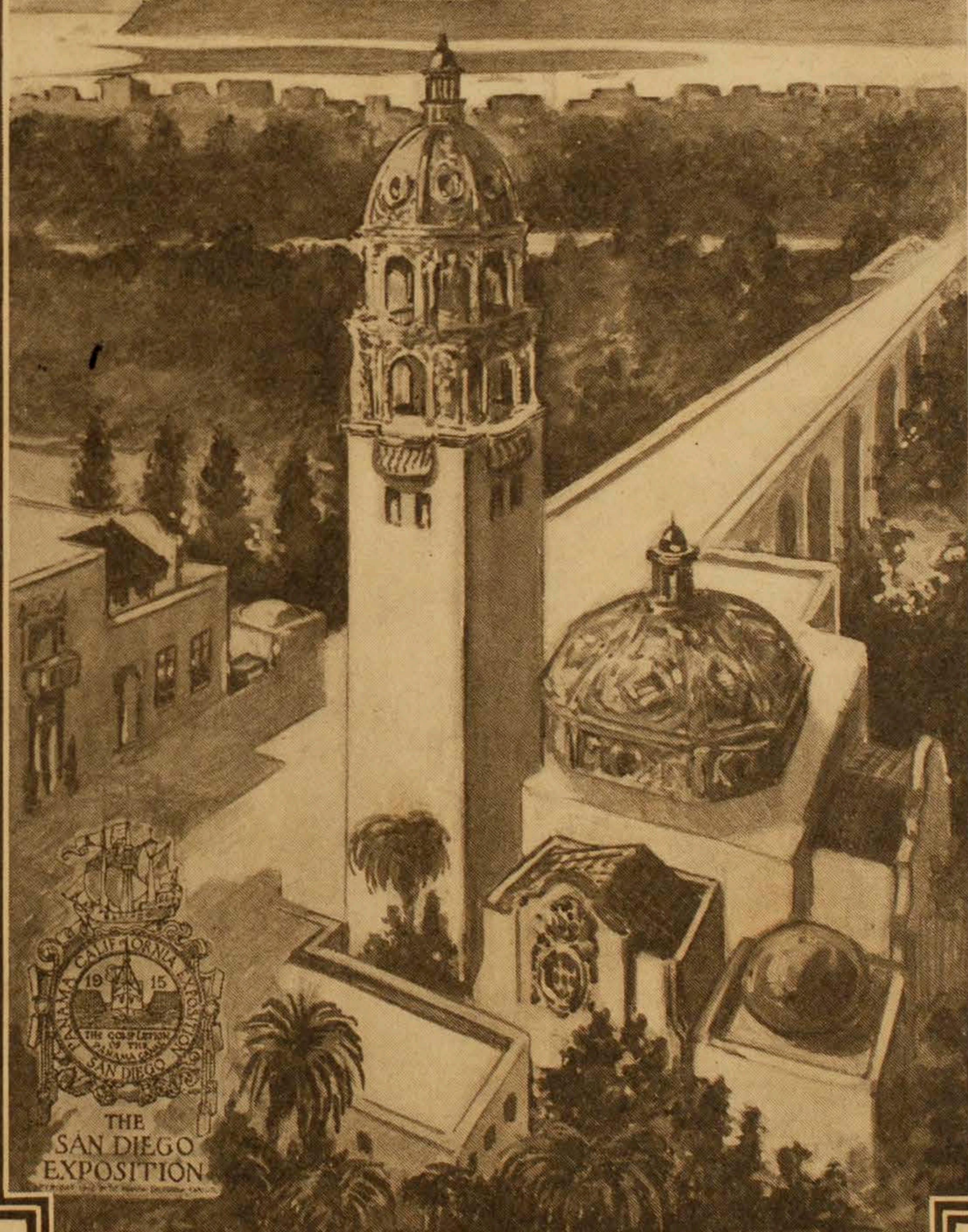
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